

GOVERNMENT OF ANDHRA PRADESH  
**ABSTRACT**

YAT & C (PMU) Department - Tourism Promotion - Telecasting of A.P. Tourism logo in various channels - Sanction of Rs.37,98,636/- (Rupees Thirty Seven Lakhs Ninety Eighty Thousand Six Hundred and Thirty Six Only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No 899

Dated 16-11-2013.  
Read the following:-

1. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Lr.,  
Dated: 23-07-2013
2. Government Letter No.4487/PMU/A(2)/2013, YAT & C (PMU) Department,  
Dated: 30-07-2013
3. From M/S. JWT Mindset Advertising Private Limited, Hyderabad, Lr.,  
dated: 28-08-2013.
4. G.O.Rt.No. 737, YAT & C (PMU) Department, Dated: 17-09-2013
5. From M/S.JWT Mindset Advertising Private Limited, Hyderabad, Lr.,  
Dated: 16-09-2013.
6. From M/S.JWT Mindset Advertising Private Limited, Hyderabad, Lr.,  
Dated: 26-09-2013.
7. G.O.Rt.No. 779, YAT & C (PMU) Department, Dated: 07-10-2013.
8. From M/S.JWT Mindset Advertising Private Limited, Hyderabad, Lr.,  
Dated: 21-10-2013.

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**ORDER:**

In the reference 4<sup>th</sup> read above, Government have sanctioned an amount of Rs.1,76,80,308/- and released an amount of Rs.43,96,344/- as 1<sup>st</sup> part payment and subsequently in the reference 7<sup>th</sup> read above have released an amount of Rs.94,79,978/- as 2<sup>nd</sup> part payment totaling to Rs.1,38,76,332/- to M/s. JWT Mindset Advertising Private Limited, Hyderabad towards the cost of telecast of advertisement captioned "A.P Tourism - Everything is possible" for period from 1<sup>st</sup> August to 15<sup>th</sup> September, 2013.

2. In the references 8<sup>th</sup> read above, M/s. JWT Mindset Advertising Private Limited, Hyderabad has submitted bill for an amount of Rs.37,98,636/- towards the cost of telecast of advertisement captioned "AP Tourism - Everything is possible" logo for remaining period from 16<sup>th</sup> to 30<sup>th</sup> September, 2013 and requested to make the payment.

3. Government, after careful examination of the matter hereby released an amount of Rs.37,98,636/- (Rupees Thirty Seven Lakhs Ninety Eighty Thousand Six Hundred and Thirty Six Only) as 3<sup>rd</sup> & final part payment to M/s. JWT Mindset Advertising Private Limited, Hyderabad towards telecasted the AP Tourism logo "AP Tourism - Everything is possible" in the following channels for the payment from 16<sup>th</sup> to 30<sup>th</sup> September, 2013.

S.No.	Name of the Channel	Spots	Total duration
1.	Aajtak	107	1070
2.	ABP News	86	860
3.	Colors	60	600
4.	Discovery / TLC	132	1320
5.	Fox Traveller	80	800
6.	NDTV 24 X 7	77	770
7.	NDTV India	16	160
8.	Star Plus	38	380
9.	Times Now	75	750

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount released at para-3 above and disburse the same to M/s. JWT Mindset Advertising Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	:	The Hongkong Shanghai Banking Corporation Limited
Bank Brach	:	Somajiguda
Bank Account No.	:	0823 0358 7001
IFSC Code	:	HSBC 0500 002

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
M/s. JWT Mindset Advertising Private Limited, Hyderabad.  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER